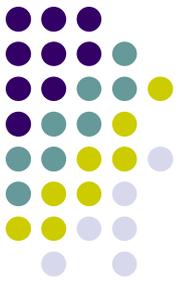


Branding Your Event
By
Ira Rosen, CFEE, President
Entertainment On Location
Point Pleasant, NJ



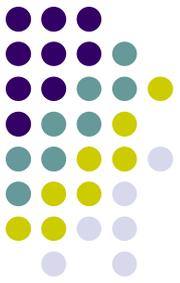
International Festivals & Events Association

IFEA Webinar Series

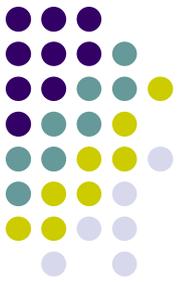


BRANDING YOUR EVENT

“The surest way to avoid mistakes is to never try anything new”







FLAKES



Festivals:

152,000,000



Festivals in Pennsylvania:

14,900,000



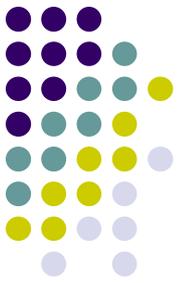
Festivals in Philadelphia:

10,500,000



Food Festivals in Philadelphia:

1,440,000



Brand

What your product or service
stands for in people's minds.
Something that lives in your
head



Product:

Exists in Reality

Based on something tangible; it's bigger, stronger, longer lasting

Expands choice; where do you want to go for lunch?

Products can be identical: I want a cell phone

Brand:

Exists in Consumer's Head

Based on associations; makes you feel something

Simplifies choice; let's go to McDonald's

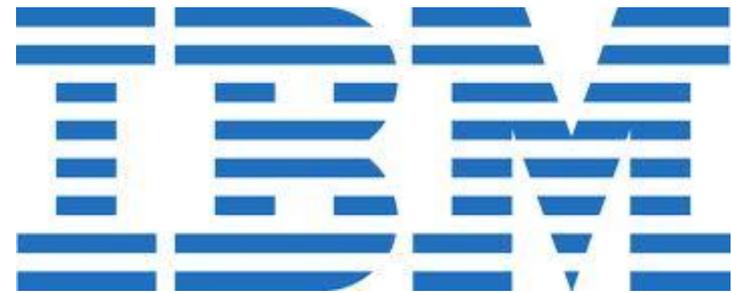
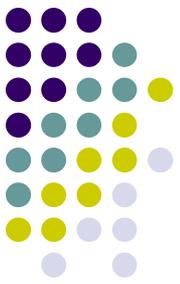
Differentiates: I want an I-Phone



Branding

The process of executing and managing the things that make people feel the way they do about your brand

World's 5 Most Valuable Brands





Brand Simple

Allen P. Adamson



Mission Statement

Business Strategy



Brand Promise

- A brand promise is the commitment to deliver made between that brand and its audience. It's made, of course, in order to encourage that audience to buy.
- Ultimately of course a promise lives or dies on whether it is believed and delivered on – no surprises there – but the promise itself is shaped by a range of factors: the nature of the offering; the capabilities and capacity of the brand; the rival promises of competitors.



STEP ONE:

ESTABLISH YOUR BRAND IDEA

“A meaningful point of difference that you can imbed in people’s minds.”





- Who am I talking to?
- Who do you want to beat?
- How do I beat them?





- Who am I talking to?

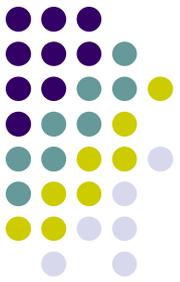
Frugal people who want good value for their money.

- Who do you want to beat?

Not other hotels and motels, but people staying with family and friends.

- How do I beat them?

A clean comfortable room with friendly service and good prices



STEP TWO:

CAPTURE THE ESSENCE OF YOUR IDEA “THE BRAND DRIVER”

“The message has to be heard, understood and passed on exactly as stated”



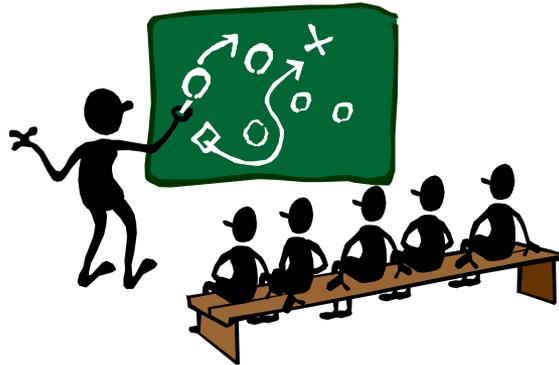
- We're American Airlines; doing what we do best
- Fly the friendly skies of United
- Delta is ready when you are

SIT DOWN, SHUT UP, WE'RE LEAVING



STEP THREE:

GET YOUR TEAM ENGAGED
IN THE BRAND IDEA



Visit web site



Request additional information



Buy tickets



Travel to festival site



Enter festival site



Purchase food drink



See Entertainment

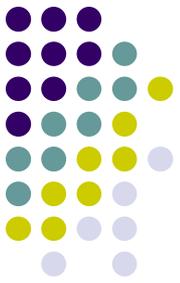
Wander around site

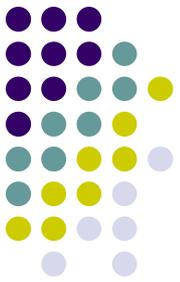


Leave site



Travel home





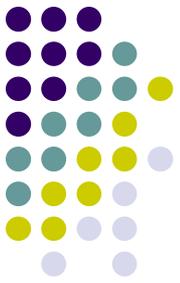
STEP FOUR:

CONSIDER YOUR BRAND NAME

Strategic Criteria

Linguistic Criteria

Legal Criteria



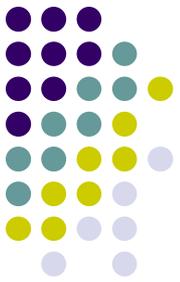
Strategic Criteria

1. Does it capture your brand idea in a meaningful way?
2. Is it appropriate and appealing to your audience?
3. Is it as brief as possible?
4. Does it have the potential to be memorable?



Linguistic Criteria

1. Is it easy to say and/or spell?
2. Is it appropriate in meaning in other languages?
3. Have you considered all relevant cultural sensitivities?
4. Is it similar to an existing name that might cause confusion?



Legal Criteria

1. Can you use it without infringing on another trademark?
2. Can you own and protect it as your trademark?
3. Is the domain name available?
4. Can you use it in all relevant geographies?



Event Branding Key Points

- In order for your event to be noticed, you will need to exert substantial effort
- Events need to be something out of the ordinary
- Find out what people really think and what they want to feel and translate that into memorable experiences
- Surround your event with features that overwhelm all of the senses
- Innovate, provide novelty, avoid sameness

